Picture this 12-year-old's bedroom lair. A poster of Warren E. Buffet graces a wall once reserved for Michael Jordan's lanky torso. Dominating the desk is a turquoise Mac, used for checking the daily value of stocks in the Colorado Stock Market Game, rather than nailing aliens on Quake II. The corner TV is perennially tuned—but muted—to CNNfn, not the WB. And there's not a piggy bank in sight, though envelopes overflow with statements documenting a growing portfolio. Who is this kid?

Is this precocious preteen, who hoards his allowance to procure Treasurys instead of quarters for the video arcade, a prototype of America's future investor? Many financial services firms hope so, and are betting that efforts to aid children and teens in learning how to value and handle money is the first step in spawning cradle-to-grave relationships. For the 60 million children, teenagers and young adults of Generation Y, the so-called "echo boomers" now aged 7-20, financial savviness will be as critical as Internet literacy and skateboard proficiency.

It's not all smooth sailing, though. High school seniors' knowledge of personal finance, such as using a credit card or saving toward retirement, is even poorer today than it was three years ago, according to Jumpstart Coalition for Personal Financial Literacy, a Washington group that sponsors an annual national survey. Participants answered only 51.9 percent of questions correctly in 2000, compared to 57.3 percent in 1997.

But some banks, like Sacramento, CA-based River City Bank, see nothing but opportunity in this challenge. Moola Moola savings accounts for children have drawn $2.1 million to 4,800 accounts since being launched in 1997. Moreover, relatives of 80 percent of these young account holders followed these kids' lead, opening $15.4 million in savings and checking accounts and taking out $3.7 million in loans at River City. Aimed at children of all ages, the promotion features a pint-sized teller booth; a tiny passbook that's a smaller version of Mom's; and a spunky grape character, Moola Moola, whose summer birthday bash has become a neighborhood must-attend. Older kids are offered an ATM card for deposits—but not withdrawals.

"Parents like the accounts because they create a savings mentality," says CEO Jeanne Reaves. "It's amazing how many kids get really excited about this." Meanwhile, the accounts offer excellent referrals to adults with the real money. "When Grandma or Mom and Dad come in, of course we look for ways to cross sell," she says. Only one complication surfaced: The bank killed the service fee for balances dipping below $25 after one tyke approached a teller in tears, asking why Moola Moola had stolen his money.

Wells Fargo is duplicating its wildly successful program of underwriting newspaper delivery to math classes of fourth through 12th graders, first launched a decade ago with the Los Angeles Times in that city. Today, students in San Diego, Orange County, Seattle, Fort Worth, Salt Lake City and Houston comb local newspapers to complete modules on savings and checking accounts, interest calculation and ATMs. "We've heard...
So: are you more than a match for a marmoset? Or a bit of a birdbrain? Based on real, cutting-edge science and debunking common myths about animals, Are You Smarter Than a Chimpanzee? will make you question your assumptions about our place in the animal kingdom - and, finally, explain the real difference between dog-people and cat-people. ...more. Get A Copy. This subreddit is moderated for quality, which means we remove content that we deem to be low-quality, low-effort, nonsensical, or common/unoriginal. We do not "let the votes decide." We understand this type of policy is controversial and uncommon (especially for a high-traffic subreddit), but we believe it gives /r/Showerthoughts the best chance at maintaining quality. Special thanks to our past moderators! CSS. If its "I thought I was smarter than I actually was/am and insult/talk down to/etc. a particular thing", it gets deleted immediately. permalink. embed. I wrote many fanfics and RP'd with kids who I thought were girls. Most of them were not girls. permalink.